No.Z-11018/15/2016-IT FTS:23083
Government of India
Ministry of Agriculture & Farmers Welfare
Department of Agriculture, Cooperation & Farmers Welfare
(IT Division)

Krishi Bhavan, New Delhi
Dated: the 20th June, 2016

To,
Principal Secretary, APC, Secretary, Director (Agriculture, Horticulture, Animal Husbandry and Fisheries Department) of All States and UTs

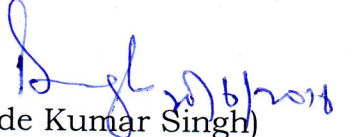**Subject:- Policy for development of Mobile Apps.-reg.**

Sir,

In light of the recommendation made by Group of Secretaries, in their presentation before Hon'ble Prime Minister, I am directed to forward herewith a copy of Policy for development of Mobile Apps in Agriculture, Horticulture, Animal Husbandry, and Fisheries Department for information and compliance.

2.   The Policy will be operational with immediate effect.

Encl: (1)

Yours faithfully,

(Promode Kumar Singh)
Under Secretary(IT)
Tele:011-23382926

Draft: Mobile Apps Policy/Scheme

Preamble

1.   Lack of information, coupled with factors like inclement weather, natural disasters and volatility in demand & supply leads to huge losses in the farm produce, its quality and the sale price which ultimately causes the farmers to suffer heavily. Therefore, strategies would have to be made to equip farmers with all kinds of information right from the seed sowing up to the harvesting and marketing of their farm produce from time to time to reduce losses and promote rural livelihood and food security. Concerted efforts from Government, Non-government and Industry are required to make our farmers ICT-friendly so that the benefits of fast developing technological advancements in farm production, storage and marketing can be equally shared among all communities and sectors of the rural society.

2.   Presently, the ratio of farmers to extension workers in India is extremely low (approximately 1000:1). Although the appointed Farmer Friends or Village Local Workers (VLWs) disseminate information, there is lack of accountability and authenticity. These issues have created an urgency to effectively address the information needs of farmers. Affordable Mobile and internet technology along with deep penetration have provided an excellent opportunity for creating mobile based solutions such as mobile apps to meet information needs of farmer at the press of a button for 24*7.

3.   Smart phone apps are now available for agriculture, horticulture, animal husbandry and farm machinery. The latest, on the fly translation tools are also helping these mobile apps to be available in regional languages so as to break the literacy barriers and be able to deliver information in most simple manner.

Objective

4.   It is proposed to formulate a comprehensive policy framework for mobile applications in Agriculture and allied sectors.

Mobile Apps Policy

5.   The policy covers all aspects like development, distribution, usage and sustenance of mobile apps in the long run. It is considered as continuation of Government of India initiative under "Digital India" so as to meet long felt need of easily available information to Indian Farmers and all other stakeholders.

Applicability

6.   Henceforth all websites and applications which are being developed through public funds will also mandatorily be made available through mobile apps. Suitable apps will also be developed for applications which are already in use, both at Centre, ICAR and States/UTs level.

Implementation Mechanism

7.   These apps will be got developed by the departments/States, either in-house or through free lance developers by providing them underlying data in public space. Following broad strategy will be adopted for developing mobile apps:-

(a) Mobile apps will be developed for all aspects concerning farmers and allied sectors in Agriculture, Animal Husbandry, Dairying and Fisheries. Each app will be made available in English, Hindi (for cross pollination) and local languages of the States/UTs. Recommended list of probable topics for different sectors is attached as Annexure.

(b) The apps will be got developed by the Department, States/UTs and PSUs/Autonomous bodies in-house as well as through private sector/start ups. For this purpose all out efforts will be made to share data with public on Open Government Data (OGD) Platform (https://data.gov.in/) of the GoI.

(c)   Respective States/UTs may decide upon the methodology as some common apps could be developed centrally and made available to the respective States/UTs to convert these in their languages. Apps on subjects or topics in States'/UT's jurisdiction, will be got developed by them in their local language(s), English and Hindi.

(d)   Committees incorporating members from technical and administrative fields will be formed for deciding on identification, methodology, selection, compensation, reward and hosting etc. of all apps to be developed through in-house efforts and public participation. These committees would also ensure suitable steps for regular updation, version releases and feedback/Grievance Redressal for all apps.

(e) All mobile apps will follow the Government of India Guidelines to deliver public services using m-Governance, standard based mobile solutions and Guidelines to integrate the mobile applications with the common   e-Governance   platforms

(https://egovstandards.gov.in/sites/default/files/Published%20Documents/Guidelines_for_Delivery_Channels_for_Mobile_Ver1.0.pdf).

(f) Apps will be made available on Android platform to start with. These would then be developed on Windows and iOS platforms, provided sufficient demand is received from users.

(h) Similarly free lance mobile apps developed by using public data may be allowed to be made available through Govt. platforms with clear disclaimers.

(i) In order to ensure that no wrong information or recommendation gets disseminated through free lance mobile apps, a suitable mechanism at Department /State/UT level will be established to verify the contents of such mobile apps for correctness, before launching of the same.

8.   Recommended Methodologies to be followed. The committees may adopt any of the following methods for development of these mobile apps:-

(a) **Open Tender**. This is a routine method of calling bids for making apps on topics/subjects about which there exists sufficient clarity about the quantum of work involved. Finally shortlisted vendor may be given work order for development and maintenance of the app for a pre specified period.

(b) **Challenge Method.** This involves inviting ideas/proposals on certain subjects/topics and then choosing minimum two proposals for development. Out of these, finally one product could be selected for adoption on pre specified criteria and paid a pre disclosed fee. The proposal should include period for maintenance and upgrades etc. for a certain period.

(c) Other method which may be considered is throwing open a clearly defined requirement for development of apps by private partners/startups and then choosing the best suited solution. The apps may also be the ones which have already been developed by Startups or any free lancer. The developer may be paid certain pre disclosed and advertised cost of development.

(d) Methodologies for awarding the work for development of mobile apps, will comply with the provisions dealing with procurement of goods and services contained in General Financial Rules and Manual of policies and Procedure of Employment of Consultants of the Government.

It would also be ensured that no private partner is allowed to promote any specific products/ideas or earn through advertisements using government platforms. Complete IPR and Data generated through the app will be sole property of the Government.

9. **Sustenance.** The success of mobile apps scheme would lie in not only ensuring their affordability by rural masses but also on the quality and timeliness of the content or data at the back ends. Accordingly the department, States/UTs or institutions which decide to launch their mobile apps will also have to ensure their regular up gradations in terms of quality and content. Suitable mechanisms for obtaining and addressing feedback/suggestions and popularity ratings etc. will need to be part of each app.

Similarly free lance mobile app developers may be allowed to host their agriculture oriented apps on Govt. platforms with clear disclaimers. They may also be either paid certain incentives, based on number of downloads by the Govt. or allowed to charge from users in the long run. These details and modus operandi for their implementation should be clearly elaborated in the detailed requirement issued.

10. **Funds.** The development of mobile apps is considered as continuation of Government of India Mission Mode Project (MMP) "NeGP-A", accordingly up to 25% of the amount earmarked for software development in the project can be given to the States/UTs for development of these apps and to take care of other local requirements. An average of Rs. 4 lakhs may be spent on development of five apps per sector (Agriculture, Animal husbandry, Dairying and fisheries) @Rs. 50 - 75 thousands per app including its different language versions. Funds already released under NeGP-A to the States/UTs may be utilised for this purpose. Additional funds for more apps would also be made available on receipt of detailed proposals.

11. **Review of the Policy.** The Department of Agriculture, Cooperation & Farmers Welfare shall have the right to review the Policy as and when required.

Sector	Topic
AGRICULTURE	Field Preparation
	Plant Protection
	Water Management
	Agriculture Mechanization
	Bio-Pesticides and Bio-Fertilizers
	Credit
	Crop Insurance
	Cultural Practices
	Fertilizer Use and Availability
	Government Schemes
	Market Information
	Nutrient Management
	Organic Farming
	Post Harvest Preservation
	Seeds
	Soil Testing
	Sowing Time and Weather
	Training and Exposure Visits
	Seed Varieties
	Weather
	Weed Management
ANIMAL HUSBANDRY	Maket Information
	Animal Breeding
	Animal Nutrition
	Animal Production (Piggery, Goatery, Sheep Farming etc.)
	Artificial Insemination
	Cattle shed Planning and Management
	Credit
	Dairy Production
	Disease Management
	Disease Reporting
	Integrated Farming
	Livestock Products Processing and Packaging
FISHRIES	Breeding and culture of ornamental fish
	Breeding of freshwater prawn
	Coastal Aquaculture
	Deep Sea Fishing and Processing
	Fish Marketing

	Fish Dressing Drying
	Fish Fingerling Production
	Fishery Mechanization
	Fishery Nutrition
	Fishing Harbours and Landing Centre
	Freshwater pearl culture
	Freshwater Pearl Farming.
	Magur Breeding and Culture
	Seaweed Cultivation
	Tank, Pond and Reservoir Management
	Water Testing for Fish Production
HORTICULTURE	Plant Protection
	Agriculture Mechanization
	Beekeeping
	Bio-Pesticides and Bio-Fertilizers
	Cold Storage
	Credit
	Crop Insurance
	Cultural Practices
	Fertilizer Use and Availability
	Field Preparation
	Floriculture
	Government Schemes
	Landscaping
	Market Information
	Medicinal and Aromatic Plants
	Mushroom Production
	Nursery Management
	Nutrient Management
	Old/Senile Orchard Rejuvenation
	Organic Farming
	Plasticulture
	Post Harvest Management (Cleaning, Grading, Packaging, Food Processing, Cool Chain etc.)
	Power, Roads etc.
	Seeds and Planting Material
	Soil Testing
	Spices and Condiment Crops
	Training and Exposure Visits
	Vegetative Propagation and Tissue Culture
	Water Management, Micro Irrigation
	Weather